

ORDER



Orders	Order / Rev:	<u>201615</u>	
	Alt Order #:	<u>06844804</u>	WAVY
	Product Desc:	<u>9/11-9/17 PRIORITIES USA</u>	
	Estimate:	<u>1560</u>	
	Flight Dates:	<u>09/11/12 - 09/17/12</u>	Petry Philadelphia
	Original Date / Rev:	<u>08/27/12 / 09/12/12</u>	P-PHI
	Order Type:	<u>REG</u>	Nat
Agency	Name:	<u>Mundy Katowitz Media</u>	
	Buying Contact:		
	Billing Contact:		
		<u>1322 G Street, Southeast</u>	Billing Type:
		<u>Washington, DC 20003</u>	<u>Cash</u>
			Billing Calendar:
			<u>Broadcast</u>
			Billing Cycle:
			<u>EOM/EOC</u>
			Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>POL/Priorities USA Action</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PL2</u>	
	Priority:	<u>P2</u>	
	Revenue Codes:	<u>AGY, POL, POL-ISS</u>	
		New Business Thru:	<u></u>
		Order Separation:	<u>00:15:00</u>
		Advertiser External ID:	<u></u>
		Agency External ID:	<u>IN7584/SP7302</u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/17/12	32	\$19,100.00	\$16,235.00	September 2012	32	\$19,100.00	\$16,235.00	0.00
					Totals	32	\$19,100.00	\$16,235.00	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$19,100.00	\$16,235.00	0.00
Totals	32	\$19,100.00	\$16,235.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Petry Philadelphia Start Of Order - End Of Order 100%

Order Share

Shareholder	Percentage	Value (\$)
WAVY	33%	\$19,100.00
Market	100%	\$57,878.79

Competitive Share

CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$3,472.73
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$13,312.12
WTVZ	4%	\$2,315.15
WVBT	8%	\$4,630.30
WVEC	26%	\$15,048.48

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Advertiser: POL/Priorities USA Action
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Estimate: 1560

WAVY

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EARLY AM NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1	\$700.00				0.00					
E 3	WAVY	09/14/12	09/14/12	WAVY 6AM News		CM	6a-7a		-----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----F--			1	\$2,000.00				0.00					
E 4	WAVY	09/13/12	09/13/12	Today Show M-F		CM	7a-9a		---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---			1	\$2,000.00				0.00					
E 5	WAVY	09/17/12	09/17/12	Today Show M-F		CM	7a-9a		M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1	\$2,000.00				0.00					
E 6	WAVY	09/14/12	09/14/12	Today Show 2		CM	9a-10a		-----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----F--			1	\$500.00				0.00					
E 7	WAVY	09/17/12	09/17/12	Today Show 2		CM	9a-10a		M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TODAY SHOW 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1	\$500.00				0.00					
E 8	WAVY	09/12/12	09/12/12	Today Show 3		CM	10a-11a		--W---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W---			1	\$400.00				0.00					
E 9	WAVY	09/12/12	09/12/12	Hampton Roads Show		CM	11a-12p		--W---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W---			1	\$200.00				0.00					
E 10	WAVY	09/13/12	09/13/12	Hampton Roads Show		CM	11a-12p		---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---			1	\$200.00				0.00					
E 11	WAVY	09/13/12	09/13/12	WAVY News 10 @ NoorCM			12p-1p		---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---			1	\$300.00				0.00					
E 12	WAVY	09/17/12	09/17/12	WAVY News 10 @ NoorCM			12p-1p		M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----			1	\$300.00				0.00					
E 13	WAVY	09/12/12	09/12/12	Days of Our Lives		CM	1p-2p		--W---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W---			1	\$350.00				0.00					
E 14	WAVY	09/14/12	09/14/12	Days of Our Lives		CM	1p-2p		---F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---F--			1	\$350.00				0.00					

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Advertiser: POL/Priorities USA Action
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Estimate: 1560

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	09/14/12	09/14/12	Days of Our Lives	CM	1p-2p	-----F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 15	WAVY	09/12/12	09/12/12	M-F 2-3p	CM	2-3p	--W----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 16	WAVY	09/17/12	09/17/12	M-F 2-3p	CM	2-3p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12															
E 17	WAVY	09/14/12	09/14/12	M-F 4-5p	CM	4p-5p	-----F--	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 18	WAVY	09/12/12	09/12/12	WAVY News 10 @6p	CM	6p-630p	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 19	WAVY	09/12/12	09/12/12	Tonight Show/Jay Leno	CM	1134p-1237a	--W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 20	WAVY	09/17/12	09/17/12	Tonight Show/Jay Leno	CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12															
E 21	WAVY	09/14/12	09/14/12	Late Night/Jimmy Fallon	CM	1237a-136a	-----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 22	WAVY	09/12/12	09/12/12	WAVY Early Today New	CM	430-5a	--W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 23	WAVY	09/16/12	09/16/12	WAVY Early Today New	CM	430-5a	-----S	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 24	WAVY	09/15/12	09/15/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 25	WAVY	09/15/12	09/15/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12															
E 26	WAVY	09/15/12	09/15/12		CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY News 10 Sat 6p											
				WAVY News 10 Sat 6p											
SATURDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
E 27	WAVY	09/15/12	09/15/12	Sa 7-8p Sa 7-8p	CM	7p-8p				-----S-	:30	1	\$300.00 P2	0.00 NM	1 \$300.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$300.00		0.00			
E 28	WAVY	09/16/12	09/16/12	WAVY News 10 Sunday CM WAVY News 10 Sunday 6a	CM	6a-7a				-----S	:30	1	\$500.00 P1	0.00 NM	1 \$500.00
SUNDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$500.00		0.00			
E 29	WAVY	09/16/12	09/16/12	WAVY News 10 Sunday CM WAVY News 10 Sunday 7a	CM	7a-8a				-----S	:30	1	\$800.00 P1	0.00 NM	1 \$800.00
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$800.00		0.00			
E 30	WAVY	09/16/12	09/16/12	WAVY News 10 Sun 6p CM WAVY News 10 Sun 6p	CM	6p-7p				-----S	:30	1	\$500.00 P1	0.00 NM	1 \$500.00
SUNDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$500.00		0.00			
E 31	WAVY	09/16/12	09/16/12	Su 12a-1a Su 12-1a	CM	12a-1a				-----S	:30	1	\$150.00 P1	0.00 NM	1 \$150.00
BROTHERS & SISTERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$150.00		0.00			
N 32	WAVY	09/15/12	09/15/12	Major League Soccer Major League Soccer	CM	Major League Soc	-----S-	:30	1	\$150.00 P3	0.00 NM				1 \$150.00
MKGD FROM 6844803															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$150.00		0.00			